

# mpressions. A Journal of Business Making Ideas

*Here you may profit by the experience of others.*

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**H**ERE are a few suggestions for blotters, newspaper "ads," circulars and booklets that will make business for any good printing office in the land:

**Artistic Printing.** If you want printing that will combine good points, artistic, striking, valuable, let us figure on it for you. Our work has the extra touch that pays. It looks right to our customers and benefits the business.

Don't pass by a good piece of printing without noticing how much better an impression it is bound to make than poor printing. Many a good business man gets a bad reputation among cursory acquaintances by the wretched printed matter he uses for advertising purposes. We invite an inspection of our work.

**We Study Printing!** We make a feature of preparing printing that is profitable. That is, we make it profitable to our patrons. We study types and effects to insure attractive arrangement, and we believe you'll appreciate how we handle your work. From a card to a catalogue we want to figure on your work.

**The Development.** Franklin is recognized as the leader in printer's art in America. We are recognized as the leaders in the printer's art in this city. We have all the old ideas of Franklin and many new ones in which you'll be interested. We want to show you what excellent printed matter we furnish.

**A Well Known Sign.** We put into our printing the qualities which make it effective. We give great care to type setting, proof reading, press work, folding, binding. The work is all

Advertising  
a Printing  
Office.



done by intelligent people and the results please intelligent business men.

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**One Who Knows.** When a job of printing comes here it is always under the supervision of one who knows how to get value into the work. It's handled with intelligence, and no risk is taken in placing the order, nor in handling the work.

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The waste basket is the receptacle of much printed matter. Is it the last resting place of yours? Our work escapes the oblivion of the waste basket, because it's so attractive it's worth keeping. Its excellence gives it worth.

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Good stock is essential in producing a first-class job of printing. We're as careful in buying stock as in setting and printing your order. No waste of paper or of time in experimenting, for our knowledge of the details of a printing office enables us to do it right the first time.

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**Society Printing.** This printery is exceptionally well equipped for printing invitations, menu cards, programs, and other society work, and we keep "posted" on the correct forms and styles for such things. You shouldn't overlook this.

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**Printing.** If some business men were judged by the printed matter they send out they would do mighty little business. A business man or a business house not thoroughly known is often judged this way. Can you afford to take chances with poor printing when good work in this line costs little, if any more?

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It is all in the type of printing you want done. If you don't care how your printing looks it will do no good for us to figure with you. We could do that kind of printing but will not. The difference between the kind of printing we do and the kind we consider worthless is greater than the difference in price. All we want is what every American business man wants—a chance to show what he can do.

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**Claims and Accomplishments.** We do more than just promise you good printing—we do the printing that's up to our promises. Any office cub can claim—we execute. No disappointment—if we promise work on a date, it's done at that time.

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**Experts in Every Department.** There's no danger of a job of printing being slighted in any department of our establishment. We watch the stock that it may be the best, watch the composition, the proof reading, and the press work. When it's done it's right.



**A Good Impression.** We are so particular about the work we do at our establishment, that it can't fail to make a favorable impression wherever it is seen. We know and do good printing, which is why we want a chance at yours.

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**Bookbinding.** We solicit your patronage for our bindery department. We can turn out as fine work in this line as is done anywhere. All our work receives the care and attention that it requires. We bind in all styles, magazines, flat opening blank books, commercial work, etc. Our prices are always as low as they can be made without slighting the work.

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The devil's mistake would not affect the work you get. We have reliable men to handle the printing you send to us. We do the work well, and when it is delivered you'll say it's as it should be. Every order is delivered promptly. Every price is a fair one.

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**The Regular Leader.** The man who knows how to use printing material has no difficulty in being a leader in the business. That's why we lead. We have the ideas to put in your work. We'll give you the best printing, and it won't cost a great deal. Send for us any day.

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The devil of the office does not do the work. The devil is necessary to keep the office going, but the printer, up-to-date and tasty, is the one who handles your job. When we do the work for you it will have three good features, style, excellence, effectiveness.

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If handwriting describes the man, certainly printing shows the sense and taste of the advertiser. It is a safe plan to give your printing to a busy printer. There is a lot of printing to be done and there is usually a good reason why a printer is idle. We are busy constantly, but we always have room on our books for a good appreciative customer.

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**In Good Taste.** The one thing in your career that should be in perfect taste is your wedding announcement. The material, the matter on it and the style of engraving should be correct, and they will be if you entrust the matter to us. We make a specialty of hurry orders on visiting cards and polite stationery.

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Correct ideas in invitation cards, menus, programmes, etc. We have the facilities for turning out and handling up-to-date printing in this line. We know how to execute wedding stationery, etc., and we will be pleased to furnish this at lowest figures. We carry a good line of all new and best display type, besides script and other styles in imitation of copper plate, and

our wedding invitations are often taken for engraved work. In the best of this line there is little difference in appearance from the best and finest engraved.

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A book worm lives between the covers of his books. And if he is a sensible book worm he will want good covers. He can have them by bringing us his old books as soon as they begin to wear and we will bind them elegantly for him.

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Getting the Proof. All the printing we do is a proof of our ability. We watch the very important little things which put such excellence into the work. We know printing and do it to your satisfaction. We like to give estimates, prepare dummies and tell you whatever we can about the printing you want done.

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Neatly Printed Stationery. We'd like to print the stationery used by the ladies of this city. We could do it—make it neat and attractive, and the cost would not be great. We'll provide a hundred sheets of paper—envelopes to match—with neat heading for \$1.00.

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The goddess of prosperity sits on a throne of excellent matter. You can be one of her colony if you use printed matter that is of the best—that's what we furnish.

Good stock, well handled, intelligent work and profitable returns—that's our specialty.

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No piece of printing is too small to merit and receive thoughtful, careful treatment in our office; an envelope corner is given as much consideration, in proportion, as a big catalogue—nothing is slighted.

We believe we can serve you better than any other printers.

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A good thing to know is that you can get billheads, statements, envelopes, letterheads, noteheads and memos, business cards and shipping tags at our job office, at the usual price, and the work vastly superior and more artistic than at any other place.

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A competent printer will have charge of the work you leave with us. He will take your ideas—if you have any—about the stock, and the inks, and all the details, and incorporate them with his skill in the craft; and the result will please you and be a credit to us.

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Work Wanted. Let us put our printers to work on your next job of printing. Expert compositors will set the type. Expert pressmen will do the printing. Expert help in every department will make the work a credit to you and to us—and all at ordinary prices.



If you are interested in the printing we do, don't you think your customers will be interested in what you send them, if printed by us? Our job printing attracts attention and wins favorable comment.

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A word hammered in is worth yards of oratory delivered ineffectually. It is the word said to a customer in a neat circular that attracts his attention to your goods and effects a sale. Use printer's ink—advertise, but let us tell your story effectively for you with the right kind of paper in the right kind of type.

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**A Printer's Work.** In all printing you must have the best, because others are striving for recognition, and the best is a great advantage. Our printing stands for excellence, stands for quality, stands for good form. You'll be pleased and repaid by coming here.

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These things are absolutely essential to the production of artistic printing: Study of style; correct ideas of consistency; careful selection and arrangement of type faces; skill in mechanical execution. All these we are giving to every piece of work we turn out. Can we use them in your service.

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**Our Very Best.** This office has a reputation it desires to sustain, and we take pleasure in guaranteeing our work. We carry a good line of all the new and best display type, besides script and other styles in imitation of copperplate work. Our very best in this line is little different in appearance from engraving.

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If it's a big job of printing or a small job, we have the facilities for doing that as well as for the smaller ones. We want work that requires particular attention, and in doing it we guarantee that it shall be the best quality and at a reasonable price.

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**In Hoc Signo Vincas.** The sign which means most in the business world of today is the sign of business judgment and good taste shown in printing. Ours is the right kind. It gives character to your business announcement. Our printing stands for us and for you.

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**An Eye to Printing.** We know how to do first-class printing and we put our knowledge into our product. That's why we please so many who want nice work. Our care to have newest type faces and dependable paper stock, and then knowing how to use them, gives the rare quality to our printing.

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In the printing we do for you, you get positive results. You get the best combination of experience and taste you could



find any place. There is so much in knowing how to do these things and in doing them right. That's our way. Estimates and dummies furnished.

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Enlightening the World. Good printing is the means for spreading good news of good articles. Our printing gives the best touch to your descriptive matter and makes your circular stand out in the best style. Our circular printing is the best that can be done.

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Knowledge of Printing. An inexperienced printer can't get quality into the work he does. It takes good printers to do the work to your profit and satisfaction. Our printing is the right kind. When we do the work it is handled by men who know how without expensive experiments.

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Some printers still use old style material and machinery with good effect. What we use is the best for each job we handle. We know how to produce good work and insure you the best results of our best efforts.

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Printing That Gets Attention. It pays to put that extra touch to your printing which gets the attention of the very busy man. It's a combination of taste and judgment, and we believe we can get these points into the work we do for you. We'd like to give you prices and tell you about it.

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A Pleasant Meeting. You always welcome nice printing yourself. Are you sending out that kind? It's cheaper to use the best. We find our work pleases those who want first-class printing. We'll please you if you give us the chance.

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Printers' products in their best forms come from printers who watch carefully for improvements. We know how to do good printing, and do it well, as our work speaks for us. But the printing we do for you will also speak well for your business. Our sign means correct printing.

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Out of Date. How inadequate would the penman be to-day. He couldn't write all the messages that need be sent. The up-to-date printer is the great help in business. He prepares form letters, circular letters, circulars, booklets. Saves time in the business office and makes money for the whole house.

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Type setting is one of the simplest parts of the printing business. We know that part thoroughly and in addition we know how to choose and combine type of the right style, inks of the best and most appropriate colors, and stock best suited to the work in hand. Let us apply our knowledge to your printing.



**A**LL advertising is but an effort to gain an audience. We advertise in the newspapers and magazines the most people read, and stick our billboards where the largest crowds pass in persistent efforts to draw the attention of the buying public to our particular goods.

In the majority of cases the attention thus secured is involuntary. We approach the public at times when their thought is taken up with a diversity of subjects and aim to divert the mind to a consideration of our claims for their patronage, or make them think as we want them to.

Through exhibitions we are more likely to secure the voluntary attention of the public, for people largely attend a fair or exhibition purposely to see just what you have to show them.

It is a case of the people coming to the advertiser in an enquiring mood, instead of the advertiser going to the public.

The primary purpose of exhibitions is to acquaint people with what is new, and numerous amusements are usually added to strengthen the attraction.

In many respects advertising by exhibit is one of the best and most profitable forms of advertising—as with other kinds of advertising, it depends altogether on how you do it. It is the “how” not the “how much” of what is said or done that counts most.

The exhibit or demonstration is advertising reduced to its first principles. The object lesson is the lesson easiest learned and longest remembered. Instead of pictures and word descriptions, the exhibit presents the article itself. It makes its appeal directly to the senses.

Many a manufacturer has thought “if only people could see, or taste, or examine, my goods they would sell themselves,” and to make his advertising more effective he spends a lot of money for pictures—the more life-like, the better—and gives the most accurate word-description possible.

We find many advertisers offering to pay expressage both ways “to give you an opportunity to see for yourself.”

The exhibition solves this problem.

It brings you face to face with the people to whom you want to sell your goods. The minds of these people are in a receptive attitude. They are there to see what you have to show them. They have come to see and learn—anxious to see everything there is to be seen and to accumulate all the information possible.

Last year there were more than 750,000 visitors to the Toronto Exhibition. The building where the largest of our advertisers hold forth—the Manufacturers Building—is the centre of attraction and is always the most densely packed. Everyone knows that it contains nothing but advertisements—



that every exhibit it contains is simply an advertisement for the exhibitor—expressly put there to tempt them to buy—and yet they flock there by the thousands.

An annual fee of \$5 covers the cost of a space, while \$1,000 or less will build a permanent booth that you can be proud of. I don't know of any way you could spend the same amount of money in advertising to better advantage.

But it is hardly necessary to argue that the Toronto Exhibition presents an opportunity for profitable advertising. There are usually more demands for space than the Association are able to accommodate. The new Manufacturers' Building contains over six and a-half acres of floor space, occupied by several hundred exhibitors.

One of the most interesting features of this year's Exhibition will be a great number of exhibits of processes of manufacture, and these are sure to attract a great deal of attention, to the profit of the exhibitors.

The piling of goods, even in novel and original heaps, or to represent something, gains some recognition, but the making or the using of the goods in the way of a working exhibit brings and holds the crowds.

The most magnificent show cases filled with the polished products of manufacture, decorated with flags of all nations, and illuminated with clusters of lights of blending colors, will not advertise the goods one-half as much as a few men and girls in working costume practically exhibiting how the goods are made, or used, and presenting in the process of manufacture the quality, durability and usefulness of the product.

If the manufacture cannot be presented, then the articles should be shown in use, if possible. What people want to see at the exhibition is action—not still life. The exhibit should be so arranged that it can be seen by the uninterested passer-by, as well as the close inspector.

Have plenty of attendants, and give the position to your best salesman or the best saleswoman, or the best operators, and always have someone on hand who understands the making and can correctly answer questions.

People come to the exhibition to be entertained and instructed and they have a right to ask questions. It is good business to politely and comprehensively answer them, and the attendant should never show resentment at the most foolish inquiry or at the repetition of a question.

Give away inexpensive but attractive printed matter, and have a discriminating distributor to hand out samples and more expensive literature.

Attempt to make the exhibit instructive, entertaining, and not easily to be forgotten.



If the merchant is exhibiting scientific articles exclusively to scientific people, or is only presenting the technical side of his business to those in his business, there is some excuse for circulars and printed matter of more intrinsic than apparent surface value; but if he is exhibiting goods for the people, he must not only give them something that tells what the goods are, but something so attractively dressed that it will be kept and read.

It is a good plan to display at appropriate places cards printed in large type describing the process and the goods, so that it will not be necessary for all the people to ask questions.

Do not be afraid to give away a few of the samples and best printed matter to children, or even to collecting friends.

If the matter be worth keeping it will be taken into the family and as carefully read as though it had been given to the parents.

There are dead beats at all fairs, but dead beats have to live; and the man or woman who eats too many Johnny cakes proves by the desire to do so that the eater may be a buyer of the preparation.

The merchant is a part of the show, and his employes must be polite showmen and showwomen.

Advertise the exhibit in the local newspapers. It gives the fair so much extra advertising, but what of that? The advertiser wants people who come to the place to see his exhibit, and if they know about it in advance, more of them will inspect it.

Always display the firm name and a mention of the goods in some conspicuous place, so that people can easily find the exhibit if they are looking for it, and will know what they are looking at if they blunder on it.

I wrote to a number of the more prominent regular exhibitors at the Toronto Exhibition asking their opinion of its value as an advertisement, and whether they thought it "worth while." The replies are very interesting, and are given herewith.

One reply that came is interesting in another way, as indicating the reluctance of some few advertisers to let other advertisers profit by their experience. Possibly this advertiser's experience cost him something, but it is discouraging to note that he seems quite willing that every other advertiser should pay as dearly for the same experience.

Note what he says: "We prefer not to express an opinion upon the advertising value of exhibitions for publication. We, of course, have an opinion, but we did not secure the same from a magazine or newspaper. It cost us something for our experience, and, therefore, we don't feel like talking for publication. We have no doubt it might be valuable to others, but we question if they would be prepared to pay anything for the opinion."



The last sentence suggests the remark that it might be good policy for a great many Canadian advertisers to pay for the opinion of some one who knows. More advertising could be profitable if there were less unprofitable ventures charged up against the advertising account.

The Spramotor  
Co., London

"We are believers in exhibitions as a means of advertising, for we consider that practical demonstrations serve to bring the merits of the apparatus before those interested, in the most effective way.

"Good advertising is said to consist of getting seen, getting read, and getting the other fellow to do something. All of these may be done most effectively at an exhibition where all classes of people, vendors, inventors, demonstrators, prospective users and purchasers, come together; and, in our opinion, it is the most effective means to promote business.

"The newspapers and magazines, circulars and printed illustrations, are all good in their way, but the human voice and eye, dwelling upon the actual conditions, are very important factors that should not be overlooked."

Pure Gold  
Mfg. Co.,  
Manufacturing  
Grocers,  
Toronto

"The Pure Gold Co. has done a lot of exhibiting at many points in Canada, and several times outside at various points. Our experience has gone to show that the exhibit which is interesting by reason of its liveness is the one which does the most good. There also must be a close connection between your constituency and your goods. In other words, if you haven't any trade it is difficult to make it, and necessarily if you have some trade in the locality affected it is easy to stimulate it. Our experience goes to show that concentration on one or two items and an up-to-date demonstration of their capabilities is the most useful, while a plentiful supply of useful small advertising stuff is a necessary addition to the expense. It is at once the most expensive, unsatisfactory and trying of all advertising methods, and just because it is all of these things it is also very effective. Somehow or other there is an intimate connection between the amount of trouble a person takes and the satisfactory results obtained.

"Those exhibitors who make an imposing display of their products have far less trouble than those who make the interesting display, but their results are in proportion to their efforts."

The Chatham  
Manufacturing  
Co., Limited,  
Freight and  
Farm Wagons,  
Chatham

"We are firm believers in advertising, and keeping our name before the public. The fact of having your name before the public all the time is bound to bring business in the end.

"As far as the Toronto Exhibition is concerned, we generally keep the name and address of all parties who seem to be



interested in wagons, and then we send these names to our nearest dealer, and follow up with advertising matter and letters direct from the office. We believe that by going to some expense and trouble, and making an exhibit out of the ordinary, it is sure to command attention, and be remembered and talked about long after the Fair is over. If a business man is not going to advertise or exhibit, we believe he should 'take to the tall timbers' at once."

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"For many years we have been among the exhibitors at Toronto's Industrial Fair, fully believing that in doing so brings our name before the people who visit the fair from far and near, we endeavor to have our exhibit attractive with new and unique goods, thereby one of education to the many who are attracted to our stand. We are manufacturing jewelers and this feature we wish particularly to impress upon the public mind, and we believe that no better opportunity is afforded to educate the minds of the public that advantage in purchasing from the maker, than can be done through the medium of our stand. We know its benefit in the past, and once more we will be found amongst the exhibitors of Toronto's fair in 1904."

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"We are in receipt of yours of recent date in regard to advertising value at the Exhibitions, and we beg to say that as an advertising medium we have found it particularly valuable, as it gives us an opportunity to display to the best advantage the very latest and most approved styles of up-to-date vehicles to the general public. Each exhibition marks an era in the style and construction of carriages and sleighs, because it affords us an opportunity to display the various styles for the coming season and to judge of their merits and popularity by the public comments thereon. We realize, however, that in order to get the best results that the more attractive the exhibit is placed before the public so much more will the advertising results be. Now-a-days one cannot rely on the worthiness of the article exhibited to commend it to the public notice without surrounding it with a setting that is at once pleasing and attractive to the eye, and this is what we have always endeavored to do, particularly at the Toronto Exhibition, and it has proved of much value to us as an advertisement. We regret that the management of the different exhibitions have seen fit to withdraw the premiums. We believe that a little friendly competition adds a sort of rivalry and zest to the affair and tends to elevate the standard of the work displayed, while on the other hand the tendency is to exhibit a cheap grade of work that can be sold for the money, and eventually turn the exhibits into a huge salesroom."

Ambrose Kent  
& Sons,  
Limited,  
Jewelers,  
Toronto

The Wm. Gray  
& Sons Co.,  
Limited, Fine  
Carriages and  
Sleighs,  
Chatham



E. W. Gillett  
Company,  
Limited,  
Grocery  
Specialties,  
Toronto

"You ask our opinion as to the advertising value of exhibitions. The fact of our spending several thousand dollars annually on this particular style of advertising is a very good evidence that we consider it valuable. To be effective, however, an exhibit must be impressive, and this means that this particular style of advertising must be done in a large way in order to get paying results. While manufacturers can reach most consumers by means of newspaper and similar advertising, an exhibition enables them to make a personal canvass which is always valuable, and permits of a practical demonstration of the utility of goods exhibited."

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Ryrie Bros.,  
Toronto

"Re benefit of Exhibition advertising, we would say, so far as we are concerned it is entirely of an indirect character, inasmuch as we attempt to make no sales but look for the benefit entirely along the line of associating our name with our business in such a way that when any wants arise our name will be the first to occur to the mind of the prospective purchaser."

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The Metallic  
Roofing Co.,  
Toronto

"Regarding the value of exhibits made at the Exhibition, we desire to say that we consider this one of the most profitable sources of advertising can be obtained, but it is absolutely essential that any exhibits be gotten up in a first-class and attractive manner."

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The Cowan Co.  
Limited  
Cocoa and  
Chocolate,  
Toronto

"We consider that exhibiting and demonstrating our goods at the various exhibitions held in the Dominion, is one of the very best mediums we have for bringing them, in a practical way, to the notice of the people. We certainly have benefitted by it."

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The Office  
Specialty  
Mfg. Co.,  
Toronto

"We believe the advertising value of an exhibition is just what the advertiser makes of his exhibit, always bearing in mind that he must be in a class with others whose influence will largely affect the whole.

"We believe now that Toronto has new buildings and is showing some progress that the exhibition will be a help, but when there is just the same old thing year in and year out, there is not the return value for the money expended.

"An exhibition is like any other show—you have to put the money in, in order to get the results from it."

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The Dodge  
Mfg. Co.  
Power  
Transmission  
Machinery,  
Toronto

"In answer to your favor of 27th inst. asking an expression of opinion from us as to our idea of the value of exhibitions as an advertising proposition, would say we have always considered that goods properly displayed at an Industrial Exhibition was one of the best ways of permanently impressing the greatest number





AT THE EXHIBITION, TORONTO  
The Crowd Inside the Manufacturers' Building



AT THE TORONTO EXHIBITION—The Crowd Outside the Manufacturer's Building



of possible buyers, or in other words we consider it undoubtedly the most practical form of advertising. At the same time we think it necessary to say that unless an exhibit is properly handled and in charge of capable talent, more than half of the possibilities are lost."

"We have found exhibitions a good way of advertising. The only objection is the great amount of expense attended to it, and the indirect benefit derived. However, we are under the impression that in the end it is possibly worth the money we pay for it."

The Williams  
Piano Co.,  
Oshawa

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**Y**OU can't drive nails with your eyes shut. You hit wrong and usually hit your thumb. It hurts, doesn't it? Then you say you will never drive another nail, if you live to be as old as Methuselah.

You can't drive advertising in the dark either. There has to be a good deal of light on the subject before you can advertise right. Bad strokes in advertising usually hit wrong, and take a good knock at the advertiser himself. Although it hits him in the pocket-book it hurts just the same. Doesn't it? Then some men say they will never advertise again as long as they live.

That is a wrong conclusion and is not characteristic of the perseverance that has made business men successful.

To make advertising pay is not as easy as driving nails, but it is easier than those who do not understand advertising think it is. It's in knowing how.

If advertisers would only acknowledge that they don't know it all, and would take a few hints from those who make advertising their business, they might save themselves the pain of a good many "bad strokes."

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**I**F we were asked to give a boiled down recipe for success in business we should feel inclined to put it something like this: See to it that you never let up sending to the most likely people, through the mails, an endless chain of bright, convincing ads., and then live up to your ads.—Direct Advertising.

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Make your advertising worthy of the good name upon it and the good postage which carries it.

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Contentment isn't a virtue in anyone under ninety.—Direct Advertising.

**T**HERE are, broadly speaking, two kinds of advertising success. A reporter of advertising success, dealing with one per day and each day a different one, soon learns to recognize them at sight. They are the little and the big.

The little advertising success is usually surprising in its originality, ingenious in its ramifications, clever, complex and the best material possible for an article. It came into existence yesterday, and the man who made it is the proprietor of an office with a dozen green stenographers and an outfit of shiny new filing cabinets. To write his story is more or less easy. There is so much material that you simply select the one fact in every ten that can be crowded into the paper.

The big advertising success is always simple, and seldom new. It began from ten to fifty years ago. Its floor space is figured in acres, and its annual turn-over in millions, and when you find the advertising manager on the fifteenth floor he has so little to tell that his story is the hardest possible to write. The advertising is a projection of the business—not the force that brought the latter into existence. It runs on big, broad lines, and is so far from being complex or clever that anybody might manage it, apparently. A description of methods and principles is usually about as interesting as a half hour with a best author.

These are two kinds of advertising success, and the strange thing about them is that both appear to be sound and right.

The success of the Butler Brothers' great wholesale supply house, Chicago, New York and St. Louis, has been so wonderful that it looks to be altogether a merchandising success. The house has a huge establishment in Chicago, with sixteen acres of floor space. It is said to be the largest wholesale establishment in the world. The



second largest is now being built in Jersey City on the same plan, and about the beginning of next year will house the New York stock of Butler Brothers. A third complete stock in another huge building is in St. Louis. This business has grown out of a stock valued at less than \$500, housed in a little back room, 16 x 20, in Boston in 1877. It has been built up wholly by advertising, for Butler Brothers have never employed a traveling salesman, and when, during quiet seasons, house salesmen are sent on the road to get acquainted with customers, they are forbidden to take an order.

Butler Brothers' advertising methods are so simple that they began in and have grown up around a single medium—the firm's monthly catalogue. The three brothers who founded the house were young traveling men, but when their first stock was put in place they had to take care of it themselves, and there was no money to pay drummers. So a postal card was sent out, telling what they had to sell. It brought a little business, and was followed by a series of circulars—just cheap circulars, with no illustrations, but sent regularly. These grew into a folder, and the folder into a booklet. Then a cover was added, and the thing became a monthly catalogue with a good name—"Our Drummer." To-day this catalogue has a yearly circulation of between 1,500,000 and 1,800,000 copies. It goes regularly to 100,000 novelty and general stores every month, and is so distributed that it reaches every dealer on a mailing list of 250,000 several times a year.

What is this catalogue's power of attraction? It has two—prices and information.

The price attraction is wonderfully strong. Butler Brothers compete with hundreds of wholesale houses selling through thousands of traveling salesmen who visit their customers several times



a month. To sell any kind of staple through drummers—sugar, salt, barbed wire or tenpenny nails—costs at least five per cent. To sell novelties—candies, chinaware, lace handkerchiefs and rat traps—costs eight to ten per cent or more. Butler Brothers sell through their monthly catalogue for less than three per cent, and their customers get the benefit of the saving. When a live drummer for another house is brought into direct competition with the catalogue he usually beats it and makes a sale. The general retailer or novelty dealer produces "Our Drummer" and shows the Butler price. There are many qualities of merchandise in every line, and tricks in all trades. The flesh-and-blood salesman meets that price, every time, and gets the business—that time. But he only comes once a month at most. The catalogue is there all the time, night and day, even when the rival house delivers equal value for less money. And when the dealer learns a drummer's trick with a hole in it the catalogue points a moral. But its chief strength, so far as prices are concerned, lies in the fact that it quotes low prices, net prices, just the price that everybody must pay, and that it is always on the spot.

"Our Drummer" has another source of strength, however, and one assailable by no traveling salesman—its information. This seems to be the real inner secret of its success.

Butler Brothers' customers are divided into two great classes—first, novelty dealers, and second, general stores. During the first year the house handled small wares—such as handkerchiefs, towels, suspenders, etc. In 1878 it introduced the plan of selling a wide range of goods on five and ten cent counters, thereby laying the foundation of a trade that, in twenty-seven years, has grown to proportions almost past belief. In the United States to-day are hundreds of five and ten cent

stores, and thousands of bargain counters. Among them the firm has built up a tremendous business. Another great field is that of the general store. The country "general store" is typically an American institution — founded by the backwoods merchant who had to sell everything. Lincoln, Grant, and many of our strong men in the past spent part of their lives in a general store, and many living captains of industry began their careers behind a cross-roads counter. There are 150,000 of these country stores in the United States to-day, and each does an average annual trade of \$10,000, or \$1,500,000,000 altogether.

"Now, singularly enough, Butler Brothers' monthly catalogue is the only advertising medium that reaches this immense clientele of retail merchants regularly and effectively. With all the trade journals, touching hundreds of lines, there has never been one for the general merchant or the novelty dealer. The strength of "Our Drummer" lies in the attention given in its pages to selling plans for these retailers. In a practical, hard-headed way it teaches them how to buy stock, sell goods, promote trade and make money. This is an attraction stronger than price.

"What the novelty dealer and general merchant want is practical plans for special sales and methods of getting trade," says F. S. Cunningham, advertising manager for Butler Brothers. "In general advertising, trade journal advertising, wholesale advertising and other fields of publicity and business it is possible to work along lines that are somewhat broad, and which leave a margin for errors of judgment. There isn't a bit of margin in our customers' business—not ten dollars to risk on speculative advertising. It's all hard, applied merchandising, and the only plan that is of any use is one that some man in the same line of business has devised, usually. I have been a reader



and admirer of Printers' Ink for a good many years, but I frankly believe we give twenty times as much attention in our catalogue to the problems of retailers as the Little Schoolmaster does. I don't know of any advertising journal that could be of service to them. Our catalogue is a book of ways and means. First of all, it advises how to buy. For many years Butler Brothers have steadily advocated small stocks, with a wide range of live goods, turned over quickly and as many times a year as possible. Merchants have been taught to study the needs of their people, think good times and talk good times, advertise judiciously, avoid foolish price wars and make every dollar of capital and foot of floor space produce to the maximum. We have embodied these principles in a phrase, 'The Butler Way,' which has come to stand for a certain spirit of merchandising. Every issue of 'Our Drummer' contains sections printed on colored paper. One of these, the yellow pages, lists seasonable articles at close prices to be put forward as features, in the form of special sales. We have been talking special sales for twenty-seven years, and 'The Butler Way' is based on them. The covers of our catalogue are almost wholly given up to general talks on enterprising methods in the abstract, and a colored section in the back of the book deals with selling plans in the concrete. This is really a store journal in itself. There are sales plans and advertising plans ready to use—dozens of them, and chiefly those sent to us by our customers. There is a page on which are printed problems submitted by merchants. Questions of location, competition, rent, and expenses, the advisability of moving elsewhere and other problems are printed in the form of communications from readers, who may have solved just such puzzlers freely write advice, which is also printed. Another page in this section

gives inspiring little stories of success. Readers, also, submit schedules of stock that they have found practical, and the department altogether is so sound in its principles that it touches the bread and butter of every reader. Its information can be had in no other publication.

"We advertise to a large extent by means of special booklets and folders, but these are all based on our catalogue promotion department. Twice a year or oftener the selling plans published therein are collected in a booklet for general distribution, while the various subjects are amplified with other booklets. One of these is entitled 'Success with Small Capital.' In the past two years we had requests for 40,000 copies of this brochure. It tells how to start a store and keep it going. Common sense principles of merchandising are first laid down. Then stock is considered, and schedules given for investing capital ranging from \$400 up. Arrangement of store, location, rent, expenses, percentage of profit, the art of price-making, window display, advertising, watching demand, etc., are all treated from our long experience. Illustrations show store arrangement at a glance. 'The Butler Way' is another booklet of the same character. Folders treat smaller details. 'Easy Business' is one showing certain seasons of the year, as Christmas, when people don't have to be urged to buy. 'The Courage to Get a Profit' cautions against cutting prices too far and indicates ways of taking profit off one line of goods to make it up on others. 'The Nine Cent Sale' outlines a bargain attraction that has been very popular in every part of the country for many years, while other attractions are hosiery sales, muslin underwear sales, stock reduction sales, etc. One pat little folder deals with 'Summer Problems.'

"Freight rates are often the bogey of the



merchant who has not studied them carefully. Goods cost him more in Louisville or Kansas City, but he buys there because he thinks the difference in freight rates would make cheaper goods cost more from Chicago. The traveling man always makes this ten times worse than it is. Freight rates are one of his strong cards. Our little booklet, 'The Truth About Freight Rates,' puts the whole thing into a few simple figures, and has shown many a reader that Butler Brothers, with three points to ship from, can sell so low that the merchant in Western Minnesota can order from us and save after paying the difference in freight between Chicago and Minneapolis.

"In the past few years we have taken a decided stand in helping our customers fight the catalogue houses that sell at retail. The statement that the local retailer can sell as low as these houses is entirely true. Any active merchant in a town of 500 people can stop the growth of the catalogue house, in the first place, and then shut them out of his territory and keep them out. Below 500 population it is difficult. We advise customers to first ascertain who buy from the catalogue houses in his territory, and what they buy. This, usually, shows him gaps in his stock which must be repaired. Then let him meet the big house's prices, keeping their catalogues in his store to prove that he is selling as cheaply as they. He is the man on the spot. His goods can be seen, and he has every advantage. The mail order houses were a necessity in sparsely settled districts, and are today. But as the West fills up their trade will cease to grow, I think. The local merchant has the best of it today, and conditions are continually getting better for him, whereas they are growing less favorable for the mail order firms. It is often asserted that most of the trade that goes out of a small town is sent to Chicago

mail order houses, but as a matter of fact, most of it goes to the nearest large towns on the trolley cars. By combination the local merchants can fight these houses on every line of goods. We have shown them how to get right on prices and carry on the campaign. Do not confuse Butler Brothers with the retail catalogue houses. We are strictly a wholesale house, selling to merchants only. No sales are ever made to hotels, public institutions or other buyers for consumption only, and I believe there are few wholesale houses in this country that can truthfully make this statement.

"There is not a variety store—that is, a five and ten cent store—in the country but what buys the greatest part of its stock from us. Our regular customers number above 1,000,000 and the magnitude of our trade can be realized by taking some such item as twenty-five-cent cotton underwear. If each customer buys but one dozen a year it means an aggregate of \$225,000. 'Our Drummer' is the corner-stone of this tremendous trade, and its educational value is more potent than its low prices.

"Thousands of young men begin business in a small way every year in little towns, and our catalogue, together with supplementary literature, teaches them how to do business on right principles. It is strange that this great clientele has never been catered to by a trade journal. I have pointed out the field time and again to publishers, for we would like to have others in the field. It would help us. The journals dealing with the dry goods, grocery and other retail lines seem to go over the heads of the general and novelty dealers, and they are also rather too costly. A medium of wide circulation in this field would be valuable to us, for we could then tell our story outside our catalogue."



The kind of  
Advertising  
Solicitors  
I Like to  
Meet

*A.M. Woodward  
in Mahin's  
Magazine*

**I** MUST admit that it seems rather presumptuous to define the kind of advertising solicitors "I" like to meet. It would be more presumptuous, however, to attempt to define what kind anybody else would like to meet. I never had an advertising solicitor ask me whether I liked to meet him or not, so that, perhaps, it is presuming in any event to air my notions on this subject.

I like to meet the advertising solicitors who possess the faculty of making me like to meet them. Some of my acquaintances among the fraternity may consider this a "hard" proposition." It has been successfully exploited, however, in quite a number of instances.

After all, it is not so much the kind of an advertising solicitor that I like, as why I like the kind. There may be others who like the same kind.

The advertising solicitor should be equipped with knowledge and ideas. The solicitor who has ideas regarding the business of his prospective customer is the one who obtains, in the shortest space of time, an interested listener. An interested listener is the first stage of the game, whether you are selling advertising, or anything else. Your listener will have a knowledge of his business and may correct erroneous ideas you have entertained regarding it. On the other hand, he will have ideas regarding your business (the business man who has not thought of advertising is a scarce article now-a-days) and you may have to correct erroneous impressions he has entertained.

If this stage is successfully reached there are two interested participants willing to exchange ideas and knowledge, and just as surely as it takes two to make a bargain, may you be certain that no satisfactory bargain can be consummated unless this stage is reached.

There are salesmen who, by the strength of their personality, coupled with plausible repre-

sentations, secure orders for space. They have sung their song well. They have caught their audience. They are entitled to credit for having accomplished a bit of good acting. Sometimes, even, a start made in this way results in permanent good, but it is only—sometimes. Not quite so often, perhaps, as the average person wins first prize in a lottery. It's just a lucky chance. Most advertising representatives stumble over the "unlucky chances." Sometimes it must be unpleasant only to be "jarred" where others have "fallen down."

The solicitor I like to meet is the one who has made such a careful analysis of the medium he represents, that, after understanding the character of the goods he hopes to be able to advertise, he can give logical business reasons for believing that he can handle the business to advantage, or will state fairly, and just as frankly, his reasons for thinking that it cannot be used to good advantage.

Notwithstanding the fact that the advertising fraternity as a unit rush to the assistance of the advertiser in decrying the fellow who offers the "just as good" kind, there are many solicitors of advertising who place the greatest emphasis upon the statement that their medium is "just as good" as the other fellow's. Perhaps this conclusion is the result of believing that he is just as much entitled to a share of the advertiser's appropriation as anybody else. It is not, however, a very conclusive argument to the man who wants to know "why."

The successful advertising solicitor is the one who tells his own story. He portrays the advantages of the medium he represents in a practical, business-like manner that must appeal to the practical business man. He must know its strength and its weaknesses. He should know



its circulation and the character of its circulation, where it circulates, and who reads it and why they read it.

Don't call on a prospective customer for advertising space with the single, solitary, lonesome idea of taking an order for so many lines and inches. If he is using space in other mediums, at least be familiar with the name of the goods he is advertising.

Don't tell him you have an excellent medium for—Acme Paint, for instance—when he makes various kinds of Acme Paint and never spent a dollar in exploiting an article by that name.

Don't tell him you have an excellent mail order proposition when he is not trying to sell anything by mail.

There are too many solicitors who fail to possess an absolute and abiding confidence in the value of advertising as a practical business necessity. They, themselves, are inclined to look upon it from the standpoint of the many business men in whose estimation it is disconnected from real business, and a sort of a side issue in which to speculate if you have any spare cash with which to take a flyer with the hope of making a big strike in a somewhat irregular manner.

Advertising is an ordinary every-day legitimate business proposition. It should not be considered or placed in the light of an unusual business proceeding. There are some businesses, perhaps, that can be benefitted less than others by advertising, but as soon as advertising fails to prove an asset to a business it will cease to exist.

The advertising solicitor who fails to have the most implicit faith in the practical utility of his own calling is a mighty poor "proposition" for the fraternity, his home and himself. He should change mediums and find space in some calling to which he is better suited.

Prescribing mediums for the business health of customers requires knowledge and honesty. It is better not to have prescribed than to have the dose result in advertiser's ennui, which leaves the patient in a hopeless condition.

The basis of the education of an advertising solicitor, it seems to me, should be a study of the public. The classes into which they are divided. The habits and the notions that affect them. The things they use, want or would accept, and the manner in which they should be presented to win the greatest favor.

This may be asking a great deal of ordinary mortals, but in response to your request for my views on the kind of advertising solicitors I like to meet, I have stated some of the things about which I believe they have thought the most. I believe the expressions of their honest convictions on these subjects, and the practical applications to progressive business methods which they have advocated have been the means of causing me to respect them and their calling.

I believe a very large percentage of the expenditure for advertising is wasted—so far as result to the advertisers is concerned. This I think is largely due to a lack of knowledge on the part of the solicitors who are constantly influencing new advertisers to "try their luck" based upon successes that have been made, but without having the requisite knowledge to give proper advice to effect a like success, or the moral courage to say "no" if they believed that proper methods to insure success would not be pursued.

If they would only stop to think that one live advertiser is better than all the dead advertising accounts that were ever buried, the education of the business man to a proper faith in the value of advertising would progress much more steadily and surely.



**I**N his autobiography Herbert Spencer tells how his friends picked out a girl for him to marry and how he was not attracted to her because she was "too intellectual." He goes on to explain that by this he means she had "a small brain in a state of intense activity." What an admirable description this is of many tiresome and repellant women—and men. The physically fussy are bad enough; but those little-minded people with a few facts, usually not especially interesting, sizzling and bubbling—how we all fly from them! They are the people who take a course at college to heart. If they are women they do not marry easily, and, when they do, their husbands have expressions that move friends to commiseration. If they are men they go through life viewing the backs of their fleeing fellows. The moral of this is—if you know that you are very, very wise and superior have pity on the ignorant and common herd of your fellow-mortals and keep your knowledge a profound secret.



**T**HE world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say, carry the message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice: such get no honors and small pay. Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it; he is always out of a job, and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club. To which class do you belong?—Elbert Hubbard.

**A** TYPEWRITING concern located on Wabash Avenue, Chicago, quite recently displayed in its spacious store windows, upwards of one thousand business letters from all over the world, received in connection with the firm's products.

This conglomerated mass of correspondence would present a keenly interesting sight to an observer with an ordinary, discriminating mind. From the conventional white envelope with the return address neatly printed thereon, there was to be seen envelopes of nearly every imaginable color, and in some the printed matter occupying two-thirds of the envelope and printed in type that might possibly be used on a circus poster, but hardly for any other purpose. Here and there were to be seen letters which would easily receive the critical approval of the experienced, exact, discriminating man of 1904. But these commendable specimens were, as stated, exceptional. Indeed, by way of illustration, they could have been figuratively likened to the planets Mars, Jupiter, Venus, et al, outshining their less potent firmamental colleagues, so sharp was the contrast developed by comparison.

The wonder caused by such a condition now obtaining in the matter of business stationery, is the fact that correctly prepared printed business necessities do not cost a greater price than is paid for the impossible exhibits just described. The fault is on the part of the business man and not the printer, whose duty is to "follow copy" and not as a rule to design or prepare same.

It would be extremely difficult to magnify the importance of appropriate stationery for a business establishment, be it corporation, firm or individual. Especially is this assertion true at the present time in this great age of advertising when such a large volume of business is daily transacted by mail. The experienced business man is well aware of the importance of a presentable appearance, particularly in meeting a prospective patron or customer for the first time, when the creation of a favorable impression may develop into an acceptance of the proposition presented, thereby resulting in new and increasing business. To the same extent is this true about stationery, and many instances could be cited wherein a firm's or business man's status has been practically approximated by the impression created by correct business paper, every other consideration, as a matter of course, being equal.

In a modest attempt to establish pertinent points material to the subject under discussion, several examples may be submitted by way of illustrating the care and attention bestowed upon stationery in a few of the more notable cases. Take the United States Government as the first instance: During 1903 the government received from all sources \$694,020,630, and

Correct  
Business  
Stationery  
Imperative

*Daniel T.  
McCool*



during the same period expended \$651,020,630. These large transactions in addition to the fact that this country's practically unlimited credit and resources would enable the Secretary of the Treasury to use the most ordinary forms of correspondence material without question. From the specimen here reproduced, it will be seen that Secretary Shaw and his assistants are fully abreast with current demands on this important requisite, as the letterheads used are embossed, enamelled and neatly displayed on a high-grade bond paper, with the envelopes in harmony with the aforesaid letterhead, thus together presenting a neat, artistic, impressive appearance and in entire accordance with the dignity and status of a great nation.

The department of justice in like manner is particular in its official stationery, as those having correspondence with Attorney-General Knox's office can bear ample testimony. Moreover, a sample official letterhead is herewith given.

One of the neatest and most artistic examples of correct official stationery which emanates from the various national departments in transacting governmental business is that which is now in use by the new department of Commerce and Labor, the chief of which is the Hon. George B. Cortelyou. As will be seen at a glance the official paper of this new department is not only distinctive, but neat and harmonious, and it not only reveals Secretary Cortelyou's refined taste as applied to an important department requisite, but it also recalls the fact that the late President McKinley highly appreciated Mr. Cortelyou's cultured judgment in these and equally important particulars.

The United States Senate, which in the opinion of the late John James Ingalls, is "the greatest and most important deliberative body in the world," uses a quality of stationery on a parity with its importance. The sample herewith shown is used by the Senate Committee on Post Offices and Post Roads, of which the Hon. Boies Penrose is chairman. This is an engraved letterhead, printed on superior quality paper.

The state of Illinois noted for its neat and appropriate stationery. From the accompanying copy of letterhead, it is clearly evident that Governor Yates is fully abreast with the demands of a progressive era in this important essential.

Taking the railroads collectively, the same comparative laxity or indifference obtains in the matter of business stationery. There are, however, many railroad systems which issue printed business paper that is beyond criticism, notably the Pennsylvania, as will be observed by specimen herein set forth. As an organization, the Pennsylvania Railroad has but one equal in the entire world, so nearly perfect is its methodical *modus operandi*. The same judgment exercised in the selection of a President, an official into whose care is entrusted the destiny of the corpora-

tion, is bestowed upon the preparation of official stationery. No greater or more impressive tribute to the systematic management of a corporation could be paid than that which is accorded the Pennsylvania Railroad by experienced financiers who rate the securities of this great railroad second only to the bonds of the United States Government.

Differing in degree but not in kind, are the methods which govern the business transacted by Marshall Field & Company, who from time to time have been the recipients of numerous complimentary allusions regarding the neat, appropriate, yet unpretentious, stationery they use for business purposes. The specimen reproduced is the form used by General Manager Harry G. Selfridge for routine correspondence. It is engraved and printed on high grade stock made expressly for this firm, which engages the services of eight thousand employes and during the past year transacted a business amounting to sixty millions of dollars.

Another unusually appropriate specimen is that of C. D. Peacock. This is admittedly the finest example of business stationery that is now to be seen in Chicago.

The city of Philadelphia is also noted for the care and attention given its official requisites. The example shown here evidently has received the critical approval of Mayor John Weaver.

Among many specimens of distinctive business paper may be mentioned the forms in present use by the Royal Trust Co. Bank, The James Bayne Co., and Celeste A. Hoffman.

When asked to define the art of personal adornment, Beaconsfield replied: "The great secret of dress is to have everything correspond." The same rule of reasoning may be applied to the selection of business stationery with equally good results, for it would be utterly impossible to outline, even faintly, any given rule in this important connection, so wide and diversified are the ramifications of modern commercial pursuits. It is certain, however, there is one right way to select the proper kind of printed matter for every business, the nature of which be what it may. This is evidenced by the accompanying illustrated examples which have been given, chiefly to support the contention stated in the title of the foregoing—Correct Business Stationery is Imperative.

\* \* \*

**W**ITHIN yourself lies the cause of whatever enters into your life. To come with a full realization of your own awakened interior powers, to be able to condition your life in exact accord with what you would have it.—Ralph Waldo Trine.



## Short Cuts

*From "System"*

IN some offices and stores, where space is at a premium, novel schemes for economizing room are often used. The proprietor and clerk of a grocery store in Eastport, Maine, were so cramped for quarters that they found no place for hanging up their coats. Hence they had made a long board, that looked like a painted bed slat, with a large hole punched at one end. Directly under this hole a coat hook was inserted. The slat was hung up by this hole to another hook high up on the wall. When the proprietor and clerk hang up their coats, they take the slat down, attach their coats and hats to the slat hook and then raise the novel clothes-hanger to the higher hook, out of the way.

This is an idea that may be used by others who are similarly handicapped for room.

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Some office men have occasion to refer often to a table or list of figures—cost figures, pattern figures, prices and discounts, or other data. To have this information always in sight yet not in the way has puzzled not a few. Some business men paste these sheets on cards and tack them to a wall; some keep them loose on a desk—a scheme that involves confusion when the sheets are needed for reference.

To obviate this, a manager in one office took out the arm rest or slide on one side of his desk, reversed it, and had a small plate-glass cut to fit in the space that usually is there. Under the glass he inserted the tables to which he made reference. This device did not impair the usefulness of the arm rest or slide for its usual work, as the glass was as good to work upon as the varnished wood.

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A busy man of affairs often needs more room than is available on a standard-sized roll top desk. Conditions may not permit him to have a table near enough to reach it without leaving his chair. One-third more surface may be added to the writing surface of any desk in the following very simple manner at a very small cost.

A reliable cabinet maker can furnish a wooden leaf 8 to 12 inches wide, a half to one inch thick, and as long as the desk. One of the long edges should be grooved so as to fit over the convex front edge of the desk top; the opposite edge should be convexed. The leaf may be varnished and polished to exactly match the finish of the desk.

The leaf is attached to the desk by means of a hook and screw eye on each side, and is supported by the two sliding leaves supplied with most desks. This arrangement permits free access to all of the desk drawers and the sliding leaves are still available if they are drawn out to their entire length. The

extension makes that portion of the desk which is most used lighter and more comfortable, since it is not necessary to be so close to the pigeon holes as is usually the case, and there is no obstruction on either side to prevent the best lighting arrangements.

\* \* \*

**F**RANK Palmer Speare, educational director of the Young Men's Christian Association of Boston, gives examples of men who, while engaged in comparatively humble work, found that their evenings were better spent at the association building than in saloons or places of amusement. Two men, one a carpenter, the other a grocery clerk, entered the school three years ago, devoting their time to mathematics and drafting. These two men recently took the examination in the New York Navy Yard as structural draftsmen, and were both admitted to positions giving them \$1,600.

A Charlestown boat-builder specialized naval architecture and is now a ship draftsman at \$5 per day. A young factory fireman studied electricity, and is now at the head of a lighting plant in a Maine city.

From the civil service department fifteen men from one class have been appointed to the Postoffice Department at \$1,500 per year. Five young men have recently been placed in the Boston Custom House at salaries approximating \$1,000 per annum.—American Industries.

\* \* \*

**T**HE American manufacturer, says Paul E. Derrick, in Profitable Advertising, should begin to look abroad for outlets, that by the time the next period of depression in the home market arrives, he may have established easy lines of distribution for his goods, penetrating foreign markets and enabling him to dispose of his over-product instead of being forced to dump it upon an over-stocked and depressed market as heretofore. This is simply the application of the old truism, "It is wise in time of peace to prepare for war," that is, it is wise for American manufacturers now to prepare for the inevitable future period of adversity. It is surely more profitable to sell an over-produced surplus in foreign markets, which have a natural demand, or where the American product can force its way to the front through local competition, either by reason of its superiority or advantageous price, than to attempt to force a surplus upon a home market already over-stocked.

\* \* \*

One woman with a belief is worth ten women with only interests.



THE men who have reached the pinnacle of success in the business world have made the ascent slowly, surely, steadily. Rarely has the climb been made with a single bound. This fact should be borne in mind by the merchant or dealer when he enters upon a campaign of advertising to produce a greater measure of success in his business. Let him not deceive himself with the thought that his little ad. will revolutionize his business. Better that he should learn to content himself with a strong, steady and stable growth. Banish the thought that a small quantity of advertising yeast will quickly raise the whole loaf. The advertiser must wait for the natural process of leavening; he must perform the requisite kneading, and then wait for the gradual rise of his "dough." — White's Class Advertising.

\* \* \*

MERE hard work, says the Business World, isn't going to bring anybody to a very brilliant result. What is required is intelligent application. Lacking the intelligence, what happens? One becomes a mere machine. The work which commands the smallest scale of remuneration is that which may be designated as "hard." Per contra, the minute one infuses intelligence into his activity, his services begin to rise in the scale of wages. The more thoughtful and brainy he gets, the more money he earns in a given space of time. In fact, he becomes practically independent of time; and is paid for "knowing"; for suggestions, for ideas.

\* \* \*

JOHN Wanamaker says: "If there is one enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick to it like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day, and year by year, until it exerts an irresistible power."—Judicious Advertising.

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NEVER say you do not believe because you have no proof. Remember, that belief is the mother of faith; faith is the father of energy and proof is a legitimate child. Start right. "Pooh, pooh!" likewise, "Pshaw!" have held back the progress of the world. They are shutters that keep the light out of the work shop of intellectuality.